

TECHNOLOGICAL ADVANCEMENT IN NON-VERBAL COMMUNICATION

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Introduction:

Communication is the most important aspect of existence. Be it living or the in animate objects, nothing is complete without communication. Communication is a part of our conscious and sub conscious mind. Telepathy is nothing but the communication of the subconscious mind. Spiritually speaking it is often said that

- the consciousness is awake in humans;
- it is dreaming in animals and in plants and
- It is sleeping in stones.

Communication in inanimate objects is the communication without the use of spoken language. Non-verbal communication includes gestures, facial expressions, and body positions (known collectively as "body language"), unspoken understandings and presuppositions and cultural and environmental conditions that may affect any encounter between people.

Nonverbal Communication can be defined as communication without words. It includes apparent behaviors such as facial expressions, eyes, touching, and tones of voice, as well as less obvious messages such as dress, posture and spatial distance between two or more people. Sign language is an apt example of non verbal communication. It has been famously quoted that Nature communicates with its diversity. In Rudyard Kipling's Jungle Book, the

author shows how it is possible to communicate with animals and plants with the language of love.

Culture plays an important role in nonverbal communication and it is one aspect that helps to influence how learning activities are organized. In many Indigenous American Communities, for example, there is often an emphasis on nonverbal communication, which acts as a valued means by which children learn. In this sense, learning is not dependent on verbal communication; rather, it is nonverbal communication which serves as a primary means of not only organizing interpersonal interactions, but also conveying cultural values.

History:

Scientific research on nonverbal communication and behavior was started in 1872 with the publication of Charles Darwin's book *The Expression of the Emotions in Man and Animals*. In the book, Darwin argued that all mammals, both humans and animals, showed emotion through facial expressions. He posed questions such as: "Why do our facial expressions of emotions take the particular forms they do?" and "Why do we wrinkle our nose when we are disgusted and bare our teeth when we are enraged?" Darwin attributed these facial expressions to serviceable associated habits, which are behaviors that earlier in our evolutionary history had specific and direct functions. For

example, a species that attacked by biting, baring the teeth was a necessary act before an assault and wrinkling the nose reduced the inhalation of foul odors. In response to the question asking why facial expressions persist even when they no longer serve their original purposes, Darwin's predecessors have developed a highly valued explanation.

Types of Nonverbal Communication:

▪**Facial Expression:** Face is an important type of non verbal communication. It is the index of mind. It expresses a great range of emotions, from joy to sorrow, from frustration to pleasure. It reveals both the type and the intensity of feelings. The entire face of a person is expressive, especially the eyes. The situations like happiness, surprise, fear, anger, sadness etc. are identifiable from someone's facial expression.

▪**Touch:** The first non verbal communication we get first in our life is touch. By touching, we can express a wide range of emotions. Communication by touch should consider both cultural patterns and individual preferences.

▪**Proteomics or Distance:** Proteomics is an important type of non verbal communication which refers to the study of how we communicate with the space around it. Space and distance can be a powerful media of conveying message. In many organizations, space has become an indicator of the relative importance of persons. The person's cabin indicates his position in the office. The decoration of cabin, sitting arrangement speaks many facts without communication.

▪**Time Language:** Time is an important language in case of non verbal communication that conveys specific message to others. In some countries and cultures, time is an important factor in everybody life. The use of time by a person reveals his seriousness, his casual approach, or his focused approach towards life.

▪**Communication through Action:** It is many times said that actions speaks louder than words. The likes, dislikes, his body language reveals many things.

▪**Symbols:** Symbols are an important media of non verbal communication. We use different types of signs or symbols to communicate specific message to the viewer. We use signs or symbol as representations of something. For example, we use 'V' sign for victory; '+' for add, '-' for minus or subtraction, 'X' for multiply or prohibition, skull and cross bones for danger and so on.

▪**Audio communication:** When message is conveyed to the audience through sound only, it is called audio or audible communication. It is an important media of non-verbal communication. We use various types of sounds to communicate different messages to others for example – Ambulance sound, siren etc.

▪**Paralanguage:** Paralanguage means similar to language but not exactly like language. It refers to the voice intonation which is an important communication tool. Paralanguage consists of vocal aspects of communication that relate to how something is said rather than to what is said. By its quality, volume, rate,

tone, etc., it the voice of a person may either emphasize or contradict his verbal message.

▪**Calling Bell:** Calling bell is another audible means of nonverbal communication which is widely used in offices or homes. The ringing of a calling bell means someone is waiting for another desired person. Here no verbal communication is used.

▪**Ringling Bell:** Like siren, ringing bell also conveys different meanings in different situations. For example, in educational institutions, ringing bells refers to information related to particular class. But in railway station, ringing bell means that train is coming.

▪**Audio-Visual Communication:** When communication takes place by using both sound and pictures, it is called audiovisual communication. It is based on both audio and visual means of communication. Audio-visual communication may be used with oral or written communication. Some important and powerful media of audio-visual communication are television, cinema, overhead projector, video tapes etc.

▪**Silent Communication:** When message is conveyed through silence, it is called silent communication. It is a very powerful tool of communication. There are some situations where silence best communicates the message. Silence has positive or negative meaning. The meaning of silence depends on the situation. Attention, carefulness, carelessness, displeasure, lack of interest, failure to understand, anger, resentment, approval and disapproval

or refusal etc. can be communicated very effectively by using silence.

▪**Siren:** A siren is a device that makes a long loud sound as a signal or warning. It is an important means of nonverbal communication. It conveys different messages in different situations. For example, during the Ramazan, the ringing of siren at the evening means the time for evening prayers whereas during war-time, it means incoming attacks by enemies.

Man and Machine:

Communication is the integral part of existence and the above paragraphs throws some light on how communication is possible between the man, nature, animals and plants. Communication is also there in legal as well as in business world. Success and failures are largely dependent on how well one can communicate with the counterparts, in courts and with the customers. In the era of globalization and in the age of cut throat competition it has become deemed, necessary and proper to introduce the technology which can able the machines to communicate with the man. Earlier non-verbal communication was only restricted to above stated matters but now a different trend has started.

Non-verbal communications are indicating to human being by way of posters & expressions where human being is attentive & acting based on mode of expressions. Over the period of time due to technological advancement, machines / equipments are trained to indicate non-verbal communication for the safety of people, property or just facilities for the convenience of people.

Below are the examples of non-verbal communication by machines / equipments which are extra ordinary features of equipments now-a days to serve to human being are into vogue

1. Mr. Mohan is working in a Multi National Company and his office is in Mumbai, whereas his family is in Pune. Every weekend, he drives up on Pune-Mumbai express way to Pune to be with his family by his own premium sedan car .One Friday night, he was on the express way after completion of his routine work in office. He was very tired but still he decided to drive and reach Pune before mid night. While on the way when he was driving, he was feeling very sleepy and his eyes started to blink three/four times in few seconds. The car started making loud siren noise. Due to the loud siren noise, Mr. Mohan stopped his car and parked properly by putting parking light. Mohan's life was saved without any accident. Now the question is that "How this has happened?" The car is fitted with an instrument / equipment where if driver feels drowsy and if his eyes blink three/ four times while driving, the car will start a loud siren and give warning signal to the driver, indicating to stop the vehicle. This is the way of non-verbal communication by equipment/ instrument where machine is designed in such a way to start automatically on capturing the redness of the eyes of the driver or the number of eye blinks in a second and thus protects the life of the person who is sitting in the car.

2. From time immemorial, we find a constant struggle has been going on between the labor and the capital. The

cost of labor has increased manifold and it has become practically impossible to find good labor. Hospitality industry is no different and in good premium / star hotels, as and when your car reaches the porch, one person will come there to open the door of your car, another person will pick your luggage, other person will open the hotel door and security guard will give salute. However due to the rising cost of labor the hospitality industry has also become open to automation and during my recent visit in Hong Kong, when my taxi reached hotel, nobody was there at the gate. I got down from taxi, I was expecting some will pick my luggage, and there was no person to salute me at door. Finally I took my luggage, while entering into hotel, doors opened automatically and I just crossed the door & inside the hotel, door closed again automatically. I found that there is non-verbal communication by instrument. One sensor has fitted at main door, where any objective reaches there; door will open without intervention of human being. Opening and closing of door which is nonverbal communication to visitor of hotel by machine.

After completing staying formalities, we received access card. When we entered into lift, we tried to press the buttons for desired floor but it was not working. Then we found one instruction near buttons; please show your access card, escalator will take to your floor. Without human touch we reached to our desired floor. With the help of technological advancement this is possible.

3. Most of multi-national companies in the world are putting more focus on

robotic systems. Entire process is operated through robots. Even employee is not allowed to be in the vicinity of the robot. In such companies, specific gangways are built for walking inside the factory. Employees are not allowed to cross the gangway. If any employee crosses the gangway and is in the vicinity of the robots, it will start the siren & operations will be stopped immediately. The sensors near the robot is so sensitive, even small objects are not allowed near the machines. This is way of non-verbal communication by machine to employees as safety measure.

4. In most of the companies, due to factories act requirement, Companies have fixed water sprinkling system. One of the aspects of such system is that it will act without human intervention and if at all there is fire in the factory and if the temperature reaches (70 degrees or more), then water sprinkling system will start automatically. It is non-verbal communication to water sprinkling system, observing that when there is fire in the factory and if temperature reaches to 70 degrees or more, then it start sprinkling water to control the fire.

5. People are using fully automated cars with many features attached to it. One of the safety measure introduced by car makers in world is that of auto locking of doors. When a person sits in the car and start driving in first gear and then second gear, as and when he switch to third gear, we will hear small noise as “tak” which indicates that all doors are locked and you are safe for driving. Even after you reduced the speed and back to first gear, still doors will not open. Unless you stop your engine and remove key from ignition, then door

lock will be opened. Internal system in car is designed in such as way that shifting of gear to third stage is a non-verbal communication to lock the door.

6. Modern world is running with speed and all premium luxury cars are made for speed driving. Most of the accidents are happening because of high speed on the road where the driver does not pay any heed to the certain set speed limits on the roads. Technology has brought solution for that. If the vehicle exceeds the given speed limit, the signal is given to driver and vehicle is stopped. It is technology alerting to human being for their safety by observing non-compliance to the machine / vehicle.

7. It is mandatory to fasten seat belt while driving the car. In Europe and USA, people follow this as a rule, however in India people are not habituated to use seat belt though it is mandatory. Car manufacturers introduced blinking signal near speedometer to fasten the seat belt. While other premium cars, it is requesting driver to fasten seat belt through audio system. This is non-verbal communication by a car to the driver and co-driver for the safety of people travelling in the car.

8. Mr. Vijay was going from Philadelphia to New York. Distance is about 150 KM from his hotel. He booked taxi and started his journey on express way assuming that it will take minimum 2/3 hrs. While on the way, there were two toll stations where taxi is supposed to pay toll for using the express way. He observed that some of the vehicles stopped for payment of toll in one lane, where in another lane vehicles are going with the same speed

without stopping for payment of toll. He asked taxi driver that why vehicles in the other lanes are not paying the toll. Driver explained to Vijay that other lane is specially maintained for vehicles that are paying toll thru their account / credit card with auto instruction. One sim card is maintained at the face of car which is recognized by toll station and toll will be recovered from car owner's account. Here sim card is giving instruction to toll station that amount to be recovered from car owner's account and make way for car. This is effective way of non-verbal communication by two equipments to maintain the speed of car and reducing the wastage of fuel at toll station and at

the same time, recover the money through automated process.

Concluding Paragraph;

It is very much crystal clear that the modes of communications are changing fast. In the cave ages there were only sign language for communication, then came the languages after that with the advancement of technology distant communication was possible through fax, telephones and now with the arrival of computers, internet and cell phones the dimensions of communication has changed and has made the world a global village and one will have to wait and see whether the advancement in the technology can help us built a vibrant link between the earth and the heaven....

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